

# Selco Success Story

## Safe Driving Award

### The Challenge :

Rewarding a driving fleet for being safe is critical to keep driver morale up and it leaves a lasting impact on them if done correctly. The Ben E. Keith Company definitely realized that. When you tie in an event like the truck rodeo they have every year, there's even more need for an award. These truck rodeos are a chance for a driver to earn bragging rights against fellow truckers, and an opportunity to say to the world, "I know my job, and I know it well." These rodeos are full of challenges and obstacles that address specific driving maneuvers that are paramount to the success of each of the driver's delivery. So how do you reward these road heroes when they win their competition?

### The Solution :

One of the unique aspects of this type of rodeo event is that it is a timed challenge, however, there's no such thing as a time limit on safety. Our distributor wanted to emphasize just how essential time was in the world of these drivers. With that in mind, the answer for the perfect gift was very clear. A custom watch that would not only serve as a reminder of the driver's efficiency but act as a wearable trophy for the other drivers to aspire to.



### The Results :

The executives of the company were thrilled that these drivers could constantly see the brand that they represent since the watches were on their wrist all the time. Without a doubt, drivers of other truck lines would aspire to receive watches of their own. Most importantly, they were sure that the watches would be a constant reminder to uphold the Ben E. Keith standard of safety and keep the costs involved in accidents down. Everyone came away feeling like they had provided the drivers with the best possible award to entice these drivers to maintain the highest safety standards. That is the ultimate goal.

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## Safe Driving Program

### The Challenge :

Promoting safe driving while keeping trucks on the road and drivers safe.

### The Solution :

Reward the drivers with an incentive. Something useable, something visible. Something that would be a constant reminder to drivers and to all who see it. A totally custom medallion dial watch with the company logo raised and polished in the center. Different watches for different years, starting with 5 Years, all the way to 30 years. The first 30 year watches went out in 2018.

### The Results :

A Safety Program that has been going strong for over 30 years. What an accomplishment for the company and the individuals who received their 30 year Safe Driver watch! Titan Trucking was able to boost their overall company image and show their appreciation for their drivers efforts while also benefiting from lowered insurance premiums, more efficient drivers and equipment, and most importantly – saving lives.

A lot of trucks on the highways...a lot of Safe Driver watches on their wrists!



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